

## Message Text

UNCLASSIFIED

PAGE 01 SAN SA 03966 241531Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----034557 241556Z /43

P R 241507Z AUG 77  
FM AMEMBASSY SAN SALVADOR  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 5277

UNCLAS SAN SALVADOR 3966

E.O. 11652: N/A  
TAGS: BEXP, ES  
SUBJECT: REQUEST FOR TRAVEL AUTHORIZATION FOR COMMERCIAL ACTION  
PROGRAM (CAP) FY - 77 TRADE PROMOTION EVENT

REF: SAN SALVADOR A-14

1. CAMPAIGN NO. 2: HEALTH CARE EQUIPMENT OF POST'S COMMERCIAL ACTION PROGRA G(CAP) FY-1977 CALLS FOR PROMOTION OF SALVADORAN FOREIGN BUYERS' GROUP (FBG) TO ATTEND AMERICAN HOSPITAL ASSOCIATION'S 1977 ANNUAL CONVENTION (AHA-77) IN ATLANTA, GEORGIA, AUGUST 29-SEPTEMBER 1, 1977.
  2. TO DATE POST HAS 13 MEMBER SALVADORAN DELEGATION LINED UP TO ATTEND, POSSIBLY HEADED BY MINISTER OR VICE MINISTER OF PUBLIC HEALTH.
  3. MANAGER OF AHA-77 HAS AGREED TO REPRODUCE AND DISTRIBUTE RECENTLY COMPLETED POST INITIATED MARKET RESEARCH ON SALVADORAN MARKET FOR HEALTH CARE MACHINERY AND EQUIPMENT TO APPROXIMATELY 400 U.S. FIGCS EXHIBITING SUCH MACHINERY AND EQUIPMENT ALHTHE 1977 CONVENTION.
  4. TO MAXIMIZE EXPORT POTENTIAL OF THIS CAP TRADE PROMOTION EVENT, EMBASSY PLANS TO SEND FSL EDUARDO PENA, AUTHOR OF TYF ABOVE NOTED MARKET RESEARCH, TO ACT AS LIAISON BETWEEN U.S. UNCLASSIFIED
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- PAGE 02 SAN SA 03966 241531Z
- EXHIBITORS AND SALVADORAN DELEGATION, ESPECIALLY NON-ENGLISH SPEAKING MEMBERS. MR. PENA WILL ALSO REPRESENT THE EMBASSY IN A SPECIAL SEMINAR ON QUOTE HOW U.S. EXPORTERS OF HEALTH CARE MACHINERY AND EQUIPMENT CAN IMPROVE MAINTENANCE AND REPAID SERVICE TO SALVADORAN CLIENTS UNQUOTE.
5. WHILE NO UDDITIONAL FUNDS REQUIRED FROM DEPARTMENT,

EMBASSY DOES REQUIRE WASHINGTON'S AUTHORIZATION FOR MR. PENA'S TRAVEL.

6. PLEASE ADVISE ASAP SINCE DEPARTURE DATE SET FOR SUNDAY  
AUGUST 28.  
LUBENSKY

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NNN

## Message Attributes

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**Enclosure:** n/a  
**Executive Order:** N/A  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009